

■ **AIR POLLUTION CONCERNS HIGHEST AMONG CALIFORNIA'S LATINOS AND AFRICAN AMERICANS.**

Latinos (45%) are the most likely racial/ethnic group to consider regional air pollution a big problem, followed by blacks (36%), whites (29%), and Asians (24%). Overall, 35 percent of the state's residents say regional air pollution is a big problem, a perception that has declined 6 points since 2006. Still, many residents believe air quality in their region has worsened over the past 10 years, a perception more widely held by Latinos (62%) than blacks (49%), Asians (46%), and whites (39%). In the eight-county San Joaquin Valley region, 56 percent of residents consider air pollution a big problem, including 62 percent of whites and 50 percent of Latinos. Two in three San Joaquin Valley Latinos (67%) and whites (65%) say air quality has worsened in the past 10 years.

■ **DISPARITIES PERCEIVED IN LEVEL OF HEALTH THREAT POSED BY AIR POLLUTION.**

Blacks (40%) and Latinos (35%) are far more likely than Asians (19%) or whites (16%) to say regional air pollution poses a very serious health threat to them and their families and to believe this health threat is more serious in lower-income areas of their region (68% Latinos, 63% blacks, 55% Asians, 37% whites). Blacks (51%) are most likely to report respiratory problems in their household (41% Latinos, 38% whites, 27% Asians). One in three San Joaquin Valley residents (35%) call regional air pollution a very serious health threat. Many of the Latinos (54%) and whites (50%) in the San Joaquin Valley report respiratory problems. However, while 58 percent of Latinos say the health threat is more serious in lower-income areas, only 19 percent of whites agree.

■ **LARGE PERCENTAGES SUPPORT AIR QUALITY POLICIES WHILE SUPPORT IS LOWER AMONG LATINOS.**

To combat regional air pollution, large percentages across racial/ethnic groups support tougher standards on agricultural and farm activities, commercial and industrial activities, and ships, trucks, and trains that transport goods; however, support in each case is highest among blacks and lowest among Latinos. Similarly, large percentages across racial/ethnic groups support more restrictive standards on these activities in the San Joaquin Valley, and support for tougher standards on farming activities among Latinos and whites (56% each) is the same in this region.

■ **LATINOS MOST LIKELY TO PERCEIVE THREAT OF GLOBAL WARMING.**

Majorities across racial/ethnic groups believe the effects of global warming are already happening, but Latinos are most likely to hold this view (72% Latinos, 66% blacks, 65% whites, 59% Asians), and most likely to say this phenomenon is a very serious threat to California's future (68% Latinos, 59% blacks, 47% whites, 41% Asians). Vast majorities across groups think immediate steps should be taken to combat global warming and support policies to do so; Latinos and Asians, however, are less likely than blacks and whites to support tougher fuel efficiency standards on automakers.

■ **PAIN AT THE PUMP FOR CALIFORNIA'S LATINOS.**

Latinos are the most likely to say gas price increases have caused them financial hardship (83% Latinos, 67% blacks, 62% Asians, 54% whites) and the most likely to say that as a result of gas prices, they have seriously considered purchasing a more fuel efficient car (81%). They are the least likely to report commuting alone to work (75% blacks, 72% whites, 70% Asians, 57% Latinos).



Latino Attitudes and the Environment

		All Adults	Asians	Blacks	Latinos	Whites
% saying regional air pollution is a big problem		35%	24%	36%	45%	29%
% saying regional air pollution is a very serious health threat		25	19	40	35	16
% who are willing to see tougher air pollution standards on...	<i>...commercial, industrial activities</i>	74	76	89	62	80
	<i>...ships, trucks, trains</i>	74	72	93	65	77
	<i>...agriculture, farm activities</i>	55	63	77	50	56
% saying global warming is a very serious threat to the economy and quality of life for California's future		54	41	59	68	47
% saying it is necessary to take steps right away to counter the effects of global warming		81	77	86	90	76
% who favor requiring automakers to significantly improve the fuel efficiency of cars sold in this country, even if it increases the cost of buying a new car		75	69	74	66	83
% saying the federal government is not doing enough to protect the environment in the United States		67	63	85	62	69
% saying the state government is not doing enough to protect the environment in California		49	42	72	58	43
% saying price increases in gasoline have caused significant hardship for them or their household		65	62	67	83	54
% saying that, as a result of the rise in gasoline prices, they have seriously considered getting a more fuel efficient car the next time they buy a vehicle		69	77	61	81	64
% who commute to work by driving alone		66	70	75	57	72

Source: PPIC Statewide Survey, July 2007; includes 2,500 adult residents with a +/-2% margin of error and 1,001 adult residents from the eight-county San Joaquin Valley region (235 are part of the overall statewide sample of 2,500, and 766 are an oversample of residents in this region).